Permit #F00054546

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00054546 **Type of Permit:** FILMING **Release Date:** 07/26/2012

Production Company TOOL OF NORTH AMERICA

Insured Company Name TOOL OF NORTH AMERICA
Contact Phone No. 1 310-453-9244
Contact Phone No. 2
Fax 310-453-4185
Address 2210 BROADWAY
SANTA MONICA, California 90404

Production Title ALKA SELTZER

Type of Production Commercial - Standard

Producer Jeff Tanner

Director Sean Ehringer

1st AD n/a n/a

Production Manager n/a n/a

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Chris White
Primary Phone Mobile - 310-408-1349
Secondary Phone Office - 310-453-9244

Location Assistant n/a n/a
Primary Phone Office - 310-453-9244
Secondary Phone

Fees

Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $865.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number	F00054546	**Location Manager**	Chris White
Production Company	TOOL OF NORTH AMERICA	Primary Phone	Mobile - 310-408-1349
Insured Company	TOOL OF NORTH AMERICA	Secondary Phone	Office - 310-453-9244
Production Title	ALKA SELTZER		

Location Address 3321 S La Cienega Blvd, Los Angeles, CA, 90016

Location Type Studio

Film Dates 7/27/2012 - 7/27/2012 05:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document ToolNA.Alka.54546.AL.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	35
Cube Trucks	2
Generator	1
Motor Homes	1
Vans	4

Personnel on Location

Type	Quantity
Cast	5
Crew	60
Spot Check	1

Filming Activities Interior Dialogue; Interior dialogue in radio station sound booth; All on property;

Jurisdiction **Political:** Los Angeles City - Council District 10 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Steve Ji

Coordinator Note No activities/equipment/vehicles within 300' of residents prior to 0700 hrs or after 2200 hrs on weekdays

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Tool of North America ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc. but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 12/07/11

X [signature]

Representative's Signature

X Valerie Thomas

Representative's Name (Please Print)

X Production Manager

Representative's Title (Please Print)

Tool of North America

Name of Principal (i.e. company name) (Please Print)

2210 Broadway
Santa Monica, CA
90404

Principal's Mailing Address (Please Print)

X 310-453-9244

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
1481 East 4th Street
Los Angeles, CA 90033
Phone (323) 260-4777
Fax (323) 415-6180

NOT PERMIT